

ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES::TIRUPATI  
(AUTONOMOUS)

Year I

Semester I

Branch of Study: MBA

Subject Code	Subject Name	L T P	Credits
19MBA0107	English Communication Lab	- - 3	1.5

Course Outcomes:

CO1: Understand the need of communication skills

CO2: Able to identify different types of Phonetics

CO3: Able to perform listening exercises

CO4: Familiar with different types of speaking skills

CO5: Able to apply writing and reporting techniques

**Unit I- Understanding the need of Communication Skills** for Managers and the importance of effective communication, role play activities

**Unit II-Phonetics** – Introduction to sounds of speech, vowels and consonants, phonetic transcription, orthographic transcription, syllabification, word stress, Innovation, Accent, Rhythm and Situational Dialogues

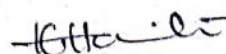
**Unit III-Listening exercises** - listening with a focus on pronunciation (ear training): segmental sounds, stress, weak forms, intonation - listening for meaning (oral comprehension) : listening to talks, lectures, conversations, discussions, jokes, riddles etc.

**Unit IV- Speaking Skills** –Expressing opinions, Telephone conversations, PPT Presentations, Poster Presentations, Welcome Address (Inviting Dignitaries to department workshops, symposiums and university functions), proposing vote of thanks and Mock Interviews.

**Unit V-Writing and Reading exercises:-** Reading and writing comprehensions, Note making after reading a text, showing the main idea and supporting ideas and the relationships between them -Practice in writing paragraphs, short essays and summaries etc.

#### Text Books

1. K-Van Solutions-Advanced communication Lab
2. Sky pronunciation for Phonetics.
3. Basic Business Communication Skills for empowering the internet generation, LesikarFlatley, Tata McGraw Hill.
4. Business Communication for Managers, Penrose, Rasberry and Myers, Cengage.
5. A Text Book of English Phonetics for Indian Students by, T.Balasubramanian, McMillan.
6. Oxford Advanced Learner's Dictionary.
7. BCOM, Mala Sinha, Cengage
8. Business Communication, Bovee, Pearson.
9. Business Communication, Locker, Kaczmarek, Tata McGraw Hill.
10. Speaking and Writing for Effective Business Communication, Francis, MacMillan India Ltd.
11. Business Communication, Asha Kaul, PHI.
12. Speaking about Science, A manual for creating clear presentations, Scott Morgan and BarretWhitner, CUP.
13. The Ace of Soft Skills, Gopal Ramesh and Mahadevan Ramesh, Pearson Education.
14. From Campus to Corporate, Ramachandran KK and Karthick KK, MacMillan India Ltd.




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Dept. of Management Studies  
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List of Cos	PO no. and keyword	Competency Indicator: Description	Performance Indicator: Description
CO1	CO1	PO1: Management Theories and Practices	1.1
CO2	CO2	PO2: Data-based decision making.	2.1 2.2
CO3	CO3	PO2: Data-based decision making.	2.1 2.2
CO4	CO4	PO1: Management Theories and Practices	1.4
CO5	CO5	PO2: Data-based decision making.	2.2

  
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Year: I

Semester: II

(AUTONOMOUS)

Branch of Study: MBA

Subject Code	Subject Name	L	T	P	Credits
19MBA0207	Business Analytics Lab	-	-	3	1.5

**Course Outcomes:**

CO1: To formulate and analyze sales department data

CO2: To analyze the financial capital budgeting decisions

CO3: To become familiar with the processes, analyze and report human resources data

CO4: Understand and use of accounting packages for analysis of business problems

CO5: Create, Manage and Report the company related information

**Unit I:** Storing and Retrieving of data of customers, sales, dealers, products and perform trend analysis (Tables, graphs and charts) (using MS-Excel).

**Unit II:** Capital Budgeting decisions, Calculations of NPV, IRR, Profitable Index, preparation of budget, Calculation of cost of capital (using MS-Excel).

**Unit III:** Create and manage the department wise Employees database and Salary Administration (using MS-Excel).

**Unit IV:** Creation of company, Preparation of Ledger, Posting Trial Balance, Profit and loss account, Balance sheet (Sole Traders) (Tally ERP).

**Unit V:** Understanding Information Systems, Design of Management information systems and application of MIS (Detailed presentation) (MS-Power Point).

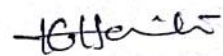
**Suggested Readings:**

Foundations of Information Technology Course book 9: Windows 7 and MS Office 2007 (With MS Office 2010 Updates)-Sangeeta Panchal,Alka Sabharwal

**References:**

- Ms Office-Sanjay Saxena
- Ms Office Excel-Frye, PHI publications
- Ms Office Access- Step by step, PHI publications
- Reading material on accounting packages.
- SPSS User manual

List of Cos	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: Management Theories and Practices PO2: Data-based decision making.	1.1 2.2	1.1.1 2.2.1
CO2	PO2: Data-based decision making.	2.2	2.2.1
CO3	PO2: Data-based decision making.	2.1	2.1.1
CO4	PO2: Data-based decision making.	2.2	2.2.2
CO5	PO5: Team environment.	5.2	5.2.1

  
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Year I

Semester I

Branch of Study: MBA

Subject Code	Subject Name	L T P	Credits
19MBA0108	Data Analysis Lab using Excel	- - 3	1.5

**Course Outcomes:**

- CO1: Able to apply MS word and MS Power Point tools
- CO2: Able to understand and apply MS Excel functions
- CO3: Able to perform problems related parametric tests
- CO4: Familiar with the concept of the correlation
- CO5: Able to apply regression equations

**Unit-I: MS-Word**-Creation of Document- Format Document-Text editing and saving-Organizing information with tables and outlines-Mail merge-Publishing documents on Web. **MS Power Point**- Creation of slides-Use of templates and slide designs for creating power point slides- use of drawings and graphics. Developing a Professional presentation on Business Plans, Institutions, Products, People etc

**Unit-II: MS Excel**-Creating and editing worksheets-Cell formatting-Creating and using formulas and functions-Use of Macros –Sorting and querying data-Working with graphs and charts

**Unit-III: Sample test for means**-T-test, Z-test, ANOVA, one way, two way..

**Unit-IV: Correlation**-Significance and application, Pearson & Spearman Correlation

**Unit-V: Regression**-Simple linear regression, multiple regression.

**References:**

- Cox et al- 2007 Microsoft Office System Step-by- Step, First Edition, PHI.
- David Whigam-Business Data Analysis Using Excel, First Edition, Oxford University Press.
- Alexisleon, TMH, 2008, Enterprise resource planning.
- The Oxford Hand Book of Internet studies, William.H.Dulton, Oxford.

List of Cos	PO no. and keyword	Competency Indicator: Description	Performance Indicator: Description
CO1	CO1	PO1: Management Theories and Practices	1.1
CO2	CO2	PO2: Data-based decision making.	2.1 2.2
CO3	CO3	PO2: Data-based decision making.	2.1 2.2
CO4	CO4	PO1: Management Theories and Practices	1.4
CO5	CO5	PO2: Data-based decision making.	2.2

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Year: I

Semester: II

Branch of Study: MBA

Subject Code	Subject Name	L T P	Credits
19MBA0208	Business Communication Lab	- - 3	1.5

**Course Outcomes:**

- CO1: To know the essential principles and use these in oral presentation.
- CO2: To understand and apply effective written communication skills.
- CO3: To Practice Business Correspondence.
- CO4: To Learn & Practice Written & Oral Instructions.
- CO5: To Learn effective Report Writing.

**Unit -I Presentation Skills:** Elements and types of oral presentation, structuring and principles of visual presentation

**Unit -II: Business Writing:** Introduction, Importance of Written Business Communication, Direct and Indirect Approach to Business Messages, Five Main Stages of Writing Business Messages. Practice Exercises.

**Unit -III: Business Correspondence:** Introduction, Business Letter Writing, Effective Business Correspondence, Components of Business Letters, Kinds of Business Letters, Writing Effective Memos. Practice Exercises.

**Unit -IV: Instructions:** Introduction, Written Instructions, General Warning, Caution and Danger, Oral Instructions. Practice Exercises.

**Unit -V: Business Reports and Proposals:** Meaning of Reports, Parts of a Report, Steps in writing an effective Business Report. **Careers and Resumes:** Introduction, Career Building, Electronic and Video Resumes and Write your resume to market yourself.

**Text Books and References**

- Business Communication, C.S.Rayudu, HPH.
- Business Communication, Meenakshi Raman, Oxford University Press.

**References:**

- Business communication, Shalini Varma, Vikas.
- Business Communication, Raymond V.Lesikar, Neeraja Pandit et al.,TMH
- English for Business Communication, Dr.T.M Farhatulla, Prism books Pvt. Ltd.
- Business Communications, Hudson, Jaico Publications
- Business communication for managers, Penrose, Raspbery, Myers, Cengage
- The Skills of Communication, Bills Scot, Gower publishing company Limited,

List of Cos	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: Management Theories and Practices	1.3	1.3.1
CO2	PO2: Data-based decision making.	2.1	2.1.1
CO3	PO2: Data-based decision making.	2.1	2.1.1
CO4	PO1: Management Theories and Practices	1.5	1.5.1
CO5	PO5: Team environment.	5.2	5.2.2

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Year II

Semester III

Branch of Study: MBA

19MBA0319	Spread Sheet Modelling	L T P - - 4	Credits 2
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**Course Outcomes :**

- CO1 To know the basic operations in Excel
- CO2 To Learn the advanced formulas for effective business decision making
- CO3 To learn and practice frequency distributions
- CO4 To Learn and analyze different statistical tools
- CO5 To learn the overview of statistical Analysis tool -SPSS

**Unit 1: EXCEL Lessons:** Customizing the Quick Access Toolbar.- Creating and Using Templates.-Working with Data: Entering, Editing, Copy, Cut, Paste, Paste Special.- Formatting Data and Using the Right Mouse Click.- Saving, Page Setup, and Printing.- Using Headers and Footers.- Manipulating Data, using Data Names and Ranges, Filters and Sort and Validation Lists.- Data from External Sources.- Using and Formatting Tables.- Basic Formulas and Use of Functions.-Data Analysis Using Charts and Graphs.-Managing, Inserting, and Copying Worksheets.- Securing the Excel Document (Protect Cells and Workbook).

**Unit 2: Advanced excel lessons:** Advanced Formulas and Functions.-Advanced Worksheet Features.-Advanced Data Analysis using PivotTables and Pivot Charts.

**Unit 3: Frequency distributions:** Binomial, Poisson, exponential and Normal Distributions

**Unit 4: Statistical tools for execution using excel:** Measure of central tendency-mean, median, mode, Measure of dispersion: variance, standard deviation, Coefficient of-variation. Correlation, regression lines. T- test, f-test, ANOVA one way classification, chi square test, independence of attributes.

**Unit 5: Overview of SPSS:** Uses, Data Analysis. Making students/Learn Familiar with Main menu and other features of SPSS Package

**Text Book**

1. Glyn Davis & Branko Pecar "Business Statistics Using Excel" Oxford University Press.
2. David Whigham "Business Data Analysis Using Excel" Oxford University Press.
3. Winston "Excel 2010 Data Analysis and Business Modelling" PHI Learning Private Limited.
4. Bajpai "Business Statistics" Pearson.
5. D P Apte : Statistical Tools for Managers USING MS EXCEL, Excel Books.
6. David M Levine, David. F. Stephan & Kathryn A. Szabat, Statistics for Managers – Using MS
7. Bruce Bowerman, Business Statistics in Practice, TMH.
8. Shelly, MS Office, 2007, Cengage.

List of COs	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: Management theories and practices	1.2	1.2.1
CO2	PO1: Management theories and practices	1.2	1.2.1
CO3	PO2: Data based decision making	2.2	2.2.1
CO4	PO2: Data based decision making	2.2	2.2.1
CO5	PO1: Management theories and practices	1.3	1.3.1

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Year: I

Semester: I

Branch of Study: MBA

Subject Code	Subject Name	L	T	P	Credits
19MBA0106	Computer Applications for Business	4	-	-	04

**Course Outcomes:**

- CO1: Understand the importance and the role of information technology
- CO2: Able to identify different types of database management systems
- CO3: Able to perform MS office tools
- CO4: Familiar with different types of network technologies
- CO5: Able to apply different types of ERP packages.

**Unit I: Components of a system:** Meaning and nature – Role of IT in various sectors - Information technology management - Strategies for gaining IT advantage, role of MIS in global business

**Unit II: Database Management Systems:** Introduction to DBMS - Applications to data base - concepts, data access methods – Types of data processing-data base languages, Business application of IS - Enterprise software management system in business organization - CRM, SCM, DSS and its relationship.

**Unit III MS-Word - MS-Excel:** MS-Word, Formulae, Graphs, Basis Statistical Formulae, MS-Access, MS-PowerPoint - Creating Effectiveness presentations.

**Unit IV: Concepts of Data Communication:** Types of Data-Communication Networks, Communications Media, Concepts of Computer Networks, the Internet, Intranet and Extranets: Operation of the Internet, Services provided by Internet, World Wide Web.

**Unit V: Introduction to ERP:**

ERP, ERP Business Scenario, ERP Classification, Waterfall approach to ERP Implementation, ERP Software, ERP Software Tools, Advantages of ERP Software.

**Textbooks:**

1. Alexis Leon, & Mathews Leon -, Fundamentals of Information Technology, Vikas.
2. C Laudon and Jane P.Laudon, et al, Management Information Systems, Pearson Education.
3. Rainer, Turban, Potter, Introduction to Information Systems WILEY-India.

List of Cos	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: Management Theories and Practices	1.1	1.1.1
CO2	PO2: Data-based decision making.	2.1 2.2	2.1.1 2.2.1
CO3	PO2: Data-based decision making.	2.1 2.2	2.1.1 2.2.1
CO4	PO1: Management Theories and Practices	1.4	1.4.1
CO5	PO2: Data-based decision making.	2.2	2.2.2

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Year : I

Semester: I

Branch of Study: MBA

<b>Subject</b> 19MBA0104	<b>Code:</b>	<b>Subject Name:</b> Accounting for Managers	<b>L</b> 4	<b>T</b> -	<b>P</b> -	<b>Credits</b> 04
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**Course Outcomes**

- CO1: Understand the importance of accounting concepts and principles.
- CO2: Able to prepare the financial statements (trading, profit & loss account and balance sheet).
- CO3: Able to assess the fair value of the assets in the organisation.
- CO4: Able to assess the performance of earnings of a firm and predict the future of the business.
- CO5: Appreciate the role of computers in accounting.

**Unit I: Introduction to Accounting:** Meaning, Objectives, Accounting Principles: Accounting Concepts and Conventions, Accounting Standards, Systems of book- keeping and Systems of Accounting, Voucher, Transaction, Accounting Equation, Rules of Debit and Credit.

**Unit II: Process of Accounting:** Journal and Subsidiary books, Ledger, Trial Balance, Final accounts- Trading accounts, Profit & Loss account - Balance sheet with adjustments.

**Unit III: Valuation of Assets:** Introduction to depreciation methods (Simple problems from Straight line method, Diminishing balance method and Annuity method). Inventory Valuation: Methods of inventory valuation (Simple problems from LIFO, FIFO, and Simple Average & Weighted Average). Goodwill Valuation: Methods of valuation of goodwill.

**Unit IV: Financial Statement Analysis:** Meaning, Significance, Limitations, Tools for financial statement analysis - Comparative statements, Common size statements, Accounting ratios, Preparation of Funds Flow Statement and Cash Flow Statement.

**Unit V: Computerized Accounting (Theory):** Meaning, process and features of computerised accounting, differences between manual accounting system and computerised accounting, advantages of the computerised financial accounting system and various components of a computerised financial accounting system.

**Text books and References:**

1. Dr.S.N. Maheshwari and Dr.S.K. Maheshwari, Financial Accounting Vikas Publishing House Pvt. Ltd.,
2. P.C.Tulisan, Financial Accounting, S.Chand
3. M P Gupta & Agarwal, Accountancy, S.Chand
4. Asish K. Bhattacharyya, Financial Accounting for Business Managers, PHI
5. Ambrish Gupta, Financial Accounting for Management-An Analytical Perspective, Pearson Education
6. Thukaram Rao, Accounting and Financial Management, New Age Internationals.
7. Vijaya Kumar , Accounting for Management, , TMH
8. R.Narayanaswamy, Accounting – A Managerial Perspective, PHI

List of Cos	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: Management Theories and Practices	1.3	1.3.1
CO2	PO2: Data-based decision making.	1.5	1.5.1
CO3	PO2: Data-based decision making.	2.3	2.3.1
	PO4: Global, economic, legal, and ethical aspects of business	2.3	2.3.1
CO4	PO4: Global, economic, legal, and ethical aspects of business	4.1	4.1.1
CO5	PO4: Global, economic, legal, and ethical aspects of business	4.2	4.2.1
CO5	PO1: Global, economic, legal, and ethical aspects of business	1.2	1.2.1

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Subject Code	Subject Name	L T P	Credits
19MBA0301	ENTREPRENEURSHIP	4 - -	4

**Course outcomes**

- CO1 To understand and learn basic concepts of entrepreneurship
- CO2 To Learn various aspects of Idea generation and Financing of projects.
- CO3 To understand the concept of project.
- CO4 To understand various strategies related to marketing.
- CO5 To understand women and rural entrepreneurship.

**UNIT 1: Nature and Forms of Entrepreneurship:** Features - Entrepreneur's competencies, attitude, qualities, and functions. Entrepreneurial scenario in India and Abroad. Small Business, Importance in Indian Economy, Types of ownership- corporate entrepreneurship / Intrapreneurship - Role of Government in the promotion of Entrepreneurship.

**UNIT2: Aspects of Promotion and Financial Aspects of the Entrepreneurship:** Idea generation – opportunities - SWOT Analysis - Intellectual Property Rights. Source of Capital, Debt capital, seed capital, venture capital - Informal Agencies in financing entrepreneurs, Government Grants and Subsidies, Types of Investors and Private Offerings.

**UNIT 3: Project Planning and Feasibility Studies:** The Concept of Project, Project Life Cycle - Project Planning, Feasibility – Project proposal & report preparation, Business opportunities and Incubators.

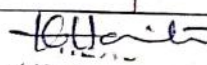
**UNIT 4: Entrepreneurial Strategy:** Generation of new entry opportunity, Decisions under Uncertainty, entry strategy, new entry exploitation, environmental instability and First-Mover disadvantages, Risk Reduction strategies, Market scope strategy, Imitation strategies and Managing Newness.

**UNIT 5: Women and Rural Entrepreneurship and EDPs:** scope of entrepreneurship among women, promotional efforts supporting women entrepreneurs in India – Successful cases of women entrepreneurs.-Need, Rural Industrialization; MSMEs – Role of NGO's – Organising EDPs – Need, Objectives, and Evaluation of Entrepreneurship Development Programmes.

**References:**

1. Entrepreneurial Development, S. Chand and Company Limited, S.S. Khanka.
2. Fundamentals of Entrepreneurship, H. Nandan, PHI.
3. Entrepreneurship, 6/e, Robert D Hisrich, Michael P Peters, Dean A Shepherd, TMH.
4. The Dynamics of Entrepreneurial Development and Management, Vasanth Desai, Himalaya.
5. Entrepreneurship Management – text and cases, Bholanath Dutta, Excel Bo

List of COs	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: Management theories and practices	1.3	1.3.1
CO2	PO2: Data based decision making	2.1	2.1.1
CO3	PO4: Global, ethical, legal and economical aspects of business	4.1, 4.2	4.1.1, 4.2.1
CO4	PO4: Global, ethical, legal and economical aspects of business	4.3	4.3.1, 4.3.2
CO5	PO4: Global, ethical, legal and economical aspects of business	4.1	4.1.1

  
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**ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES::TIRUPATI  
(AUTONOMOUS)**

Year: II

Semester: III

Branch of Study: MBA

Subject Code	Subject Name	L T P	Credits
19MBA0313	Retail Management	4 - -	4

**Course Outcomes**

- CO1 To familiarize with retailing concepts, strategies, and problems
- CO2 To identify and analyze retail business and its opportunities and limitations
- CO3 To understand the strategies to design store location and SCM
- CO4 To able to understand retail buying and merchandise buying systems
- CO5 To identify current marketing activities in use of technology in retailing

**Unit I: Understanding Retail:** Meaning and Definition – Characteristics – Evolution – Functions – Principles – Retail Sales Goals – Retailing in India – Retailing across the Globe – Reasons for Retail Growth – Emerging Trends

**Unit II: Delivering value through retail formats:** Store Based Retail Formats – Retail Sale by Ownership – On the Basis of Merchandise Offered (Food Based Retailer and General Merchandise Retailers). Non-Store Based (Traditional) Retail Mix and Non- Traditional Selling – Traditional Retailing, Non – Traditional Retailing and Other Emerging Retail Formats.

**Unit III: Deciding Location:** Store Location– Importance – Target and Store Location – Selection of Locality – Site Analysis – Trading Area Analysis– Demand Density – Supply Density – Site Availability – Common Errors – Recent Trends in Store Location. Supply Chain Management –Evolution – Why SCM – Innovation in SCM – Hierarchy of Supply Chain Decisions – Warehousing – Major Drivers of Supply Chain – Components of Supply Chain.

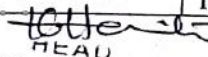
**Unit IV: Retail Buying/Merchandise Buying Systems:** Buying System for Staple and Fashion Merchandise – Merchandise Budget Plan – Open-To-Buy System – Allocation of Merchandise to Stores – Analyzing Merchandise Performance – Global Sourcing Decisions – Costs Associated with Global Sourcing – Managerial Issues – Ethical and Legal issues – Counterfeit Merchandise. Retail Marketing Segmentation: Concept – Identification of Target Market – Understanding Target Market – Market Demand Potential – market Supply Factors – Key Retail Segments.

**Unit V: E-Retailing and Technology in Retailing:** Retailing through Internet – Factors Affecting Internet Buying Decisions – Traditional Retailing Vs Cyber Retailing. In Store Technologies, Electronic retailing. Human Interface, Challenges etc

**Text Books :**

1. Retail Management: A Global Perspective –Harjit SinghS. Chand Publishing, 2009
2. Chetan Bajaj, Rajnish Tuli, Nidhi V Srivastava, ‘Retail Management’, Oxford University Press, 2005
3. Retail Management: A Strategic Approach– 9th edition, Berman, B. and Evans, J. R. (2003).
4. Arif Sheikh, Kaneez Fatima ‘Retail Management’, 4th edition, Himalaya Publishing House
5. Barry Berman, Joel R.Evans ‘Retail management, a strategic approach’ 8th edition, Pearson Education Asia
6. Michael Levy, Barton A Weitz, Ajay Pandit – ‘Retailing Management’ 6th edition (Special Indian edition) – Tata Mc Grawhill Publishing Co. Ltd.
7. David Gilbert ‘Retail Marketing Management’ 2nd edition, Pearson Education
8. Swapna Pradhan – ‘Retailing Management’ 2nd edition, Tata Mc Grawhill Publishing Co. Ltd

List of Cos	PO no. and keyword	Competency Indicator	Performance Indicator
CO1	PO1: Management theories and practices	1.2, 1.3, 1.5	1.2.1, 1.3.1, 1.5.1

  
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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR  
MBA II Semester

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(17E00208) BUSINESS ANALYTICS LAB

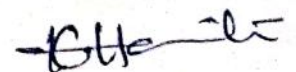
**Objective:** To make the students apply information systems in business areas.

1. **Accounting-** Creation of company, Preparation of Ledger, Posting Trial Balance, Profit and loss account, Balance sheet(Sole Traders).
2. **Finance:-** Capital Budgeting decisions, Calculations of NPV, IRR, Profitable Index , preparation of budget, Calculation of cost of capital.
3. **Marketing:-** Storing and Retrieving of data of customers, sales, dealers, products and geographical areas(Tables and graphs).
4. **Human Resource Management:-** Employees data base and Salary Administration.
5. **Systems:-** Understanding Information Systems , Design of MIS , Internet and Internet tools.

**Note:-** The programmes have to be taught to the students using MS Excel, Access, Power Point and Accounting packages. SPSS

**References:**

- Ms Office-Sanjay Saxena
- Ms Office Excel-Frye, PHI publications
- Ms Office Access- Step by step, PHI publications
- Reading material on accounting packages.
- SPSS User manual



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**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR**  
**MBA I Semester**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>0</b>	<b>3</b>	<b>2</b>

**(17E00108) COMMUNICATION LAB**

**Objective:** The introduction of Communication Lab is considered essential at I year II semester level. At this stage the students need to prepare themselves for their careers which may require them to listen, to read, speak and write in English both for their professionals and interpersonal communication in the globalised context.

1. **Understanding the need of Communication Skills** for Managers and the importance of effective communication, role play activities and case study analysis
2. **Phonetics** – Introduction to sounds of speech, vowels and consonants, phonetic transcription, orthographic transcription, syllabification, word stress, Innovation, Accent, Rhythm and Situational Dialogues
3. **Listening exercises** - listening with a focus on pronunciation (ear training): segmental sounds, stress, weak forms, intonation - listening for meaning (oral comprehension) : listening to talks, lectures, conversations, discussions, jokes, riddles etc.
4. **Speaking Skills** –Expressing opinions, Telephone conversations, PPT Presentations, Poster Presentations, Welcome Address (Inviting Dignitaries to department workshops, symposiums and university functions), proposing vote of thanks and Mock Interviews.
5. **Writing and Reading exercises:-** Reading and writing comprehensions, Note making after reading a text, showing the main idea and supporting ideas and the relationships between them -Practice in writing paragraphs, short essays and summaries etc.

**Note :-** 1) K-Van Solutions-Advanced communication Lab  
2) Sky pronunciation for Phonetics.



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**Reference Books:**

- Basic Business Communication Skills for empowering the internet generation, LesikarFlatelv. Tata McGraw Hill.



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR  
MBA I Semester

L T P C  
0 0 3 2

(17E00109) DATA ANALYTICS - LAB

The Objective of the course is to provide basic understanding of applications of information technology and hands on experience to students in using computers for data organization and addressing business needs.

The Experiments may be devised as per the following requirements

1. **MS-Word**-Creation of Document- Format Document-Text editing and saving- Organising information with tables and outlines-Mail merge-Publishing documents on Web. **MS Power Point**-Creation of slides-Use of templates and slide designs for creating power point slides- use of drawings and graphics. Developing a Professional presentation on Business Plans, Institutions, Products, People etc
2. **MS Excel**-Creating and editing worksheets-Cell formatting-Creating and using formulas and functions-Use of Macros –Sorting and querying data-Working with graphs and charts
3. **Sample test for means**-T-test, Z-test, ANOVA, one way, two way..
4. **Correlation**-Significance and application, Pearson & Spearman Correlation
5. **Regression**-Simple linear regression, Multiple regression.

  
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**References:**

- Cox et al- 2007 Microsoft Office System Step-by- Step, First Edition, PHI.
- David Whigam-Business Data Analysis Using Excel, First Edition, Oxford University Press.
- Alexisleon, TMH, 2008, Enterprise resource planning.



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR  
MBA II Semester

L T P C  
0 0 3 2

(17E00209) BUSINESS COMMUNICATION LAB

**Aim:** Aim is to enable students understand how to write business letters and improve Written Communication

**Learning Outcome:** At the end of the course, students will be enabled with the following skills.

- a. English language skills for effective written business communication ('s).
- b. Will be able to understand how to write project report.

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1. **Business Writing:** Introduction, Importance of Written Business Communication, Direct and Indirect Approach to Business Messages, Five Main Stages of Writing Business Messages. Practice Exercises.
2. **Business Correspondence:** Introduction, Business Letter Writing, Effective Business Correspondence, Components of Business Letters, Kinds of Business Letters, Writing Effective Memos. Practice Exercises.
3. **Instructions:** Introduction, Written Instructions, General Warning, Caution and Danger, Oral Instructions. Practice Exercises.
4. **Business Reports and Proposals:** Meaning of Reports, Parts of a Report, Steps in writing an effective Business Report
5. **Careers and Resumes:** Introduction, Career Building, Electronic and Video Resumes and Write your resume to market yourself.

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**Textbook :**

- Meenakshi Raman and Prakash Singh, Business Communication, Oxford.
- Lesikar: Basic Business Communication, TMH.



(17E00303) ENTREPRENEURSHIP DEVELOPMENT

**Objective:**The objective of the course is to make students understand the nature of entrepreneurship, and transform energy to students to take unexplored career paths .

1. **Nature and Forms of Entrepreneurship:** Features - Entrepreneur's competencies, attitude, qualities, functions. Entrepreneurial scenario in India and Abroad. Small Business, Importance in Indian Economy, Types of ownership, sole trading, partnership, Important features of various types of businesses - corporate entrepreneurship, intrapreneurship - Role of Government in the promotion of Entrepreneur.
2. **Institutions supporting business enterprises :**Central level institutions - NBMSME, KVIC, The coir board, NSIC, NSTEDB, NPC,EDI, NRDCI, National entrepreneurship Development Institutes. State level Institutions - State Directorate of Industries & Commerce, DIC, SFC, SIDC, SIADB. Other institutions : NABARD, HUDCO, TCO, SIDBI, Business incubators
3. **Project Planning and Feasibility Studies:** The Concept of Project, Project Life Cycle - Project Planning, Feasibility – Project proposal & report preparation.
4. **MSMEs & New Venture Creation:**Concept of MSME,Role & Importance of MSMEs, Growth & development of MSMEs in India, Current schemes for MSMEs, Business opportunities in India, Contents of business plans, presenting a business plan.
5. **Women & Rural Entrepreneurship and EDPs:** Scope-Challenges faced by women entrepreneurs,Institutions supporting women entrepreneurs. Successful cases of women entrepreneurs.-Need, Rural Industrialization – Role of NGO's – Organising EDPs – Need, Objectives, Evaluation of Entrepreneurship Development Programmes

**Text Books :**

- The Dynamics of Entrepreneurial Development and Management, Vasanth Desai, Himalaya.
- Entrepreneurship Development & Small Business Enterprises – Second Edition, Poornima M.Charantimath , Pearson

**References:**

- Entrepreneurial Development, S. Chand and Company Limited, S.S. Khanka, .
- Fundamentals of Entrepreneurship, H. Nandan, PHI.
- Entrepreneurship, 6/e, Robert D Hisrich, Michael P Peters, Dean A Shepherd, TMH.
- Entrepreneurship – New venture Creation, Holt, PHI.
- Entrepreneurship- Successfully Launching New Ventures, Barringer, Ireland, Pearson.
- Entrepreneurship,Roy, Oxford.



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(17E00320) BUSINESS SIMULATION LAB

**Objective :** The course aims is to practice statistical tools in computer with MS-Excel and SPSS

**Learning Outcome:** The learning outcome is that the students should be able to: Analyse the data to draw inference for decision making. Understand application of statistical measures of central tendency. Understand application of ANOVA. Analyse trends. Test hypotheses.

**1. EXCEL Lessons:-** Customizing the Quick Access Toolbar.- Creating and Using Templates.-Working with Data: Entering, Editing, Copy, Cut, Paste, Paste Special.- Formatting Data and Using the Right Mouse Click.- Saving, Page Setup, and Printing.- Using Headers and Footers.- Manipulating Data, using Data Names and Ranges, Filters and Sort and Validation Lists.- Data from External Sources.- Using and Formatting Tables.- Basic Formulas and Use of Functions.-Data Analysis Using Charts and Graphs.-Managing, Inserting, and Copying Worksheets.- Securing the Excel Document (Protect Cells and Workbook).

**2. Advanced excel lessons-** Advanced Formulas and Functions.-Advanced Worksheet Features.-Advanced Data Analysis using PivotTables and Pivot Charts.

**3. Overview of SPSS,** Uses, Data Analysis. Making students/Learn Familiar with Main menu and other features of SPSS Package

**4. Simulation of frequency distributions:-** Binomial, poisson, exponential, weibull and Normal Distributions

**5. Statistical tools for execution using excel:-** Tabulation, bar diagram, Multiple Bar diagram, Pie diagram, Measure of central tendency-mean, median, mode, Measure of dispersion: variance, standard deviation, Coefficient of-variation. Correlation, regression lines.

t- test, F-test, ANOVA one way classification, chi square test, independence of attributes.

**Text Book**

- Glyn Davis & Branko Pecar "Business Statistics Using Excel" Oxford University Press.

**References**

- David Whigham "Business Data Analysis Using Excel" Oxford University Press.
- Winston "Excel 2010 Data Analysis and Business Modelling" PHI Learning Private Limited.
- Bajpai "Business Statistics" Pearson.
- D P Apte : Statistical Tools for Managers USING MS EXCEL, Excel Books.
- David M Levine, David. F. Stephan & Kathryn A. Szabat, Statistics for Managers – Using MS
- Bruce Bowerman, Business Statistics in Practice, TMH.
- Shelly, MS Office, 2007, Cengage.

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